

At KCMO-AM / Susquehanna Radio our commitment is to make our community a better place to live. This commitment is firm, and the cornerstone of our efforts is that of "localism". Local public service campaigns, local public affairs programming, local news coverage, and local music programming are the foundation of our community service.

Thank you in advance for reviewing this document. We are confident that our vision for local community involvement is passionate and set in place not out of obligation but out of our unwavering responsibility to serve our community.

KCMO-AM Local News

We have a three-person news team covering local news. Over the past year, we have expanded our local news coverage and now broadcast over 90 local newscasts per week from 5am through 6pm. We are also committed to providing the latest traffic and weather information to our audience and offer reports every ten minutes in morning drive and every 15 minutes in afternoon drive. Our local Talk Show hosts take the news to the next level by using the stories as topics of conversation to create an interactive forum for our audience to discuss the issues of the day.

KCMO-AM Local Public Affairs

Our public affairs programming includes two locally produced weekly half hour interview shows. Recent guests/topics have included Mike Talboy from the ACLU discussing the Patriot Act, Col. Ted Dalburg from the Salvation Army discussing donut days and Sarah O'Brein from the Kansas City Zoo discussing environmental education. Our public affairs director also attends quarterly ascertainment meetings to insure our public affairs programming reflects the issues affecting our audience.

Selecting KCMO-AM Programming

As a talk station, much of our content is derived from discussing the issues making news in our community on a daily basis. Our interactive talk shows provide our hosts and the audience a forum to express their views on local topics or gauge the local perspective on national stories. We also created an opportunity for a listener to host their own talk show on the station.

KCMO-AM Emergency Programming

Our news department will interrupt regularly scheduled programming to provide breaking news coverage. Recent examples include a workplace shooting rampage, a home explosion and a tornado on the ground in the metro. These reports provided valuable information that in some cases our audience could only obtain from local radio. We monitor both EAS and Amber alerts and have committed to broadcast the latter every fifteen minutes for the hours after the alert is issued. We also provide emergency traffic and weather information.

KCMO-AM Political Programming

Earlier this year, we created a forum hosted by our personalities and broadcast live, for members of the ACLU and Local Politicians to debate the Patriot Act. We also aired a debate among the candidates in the Missouri Gubernatorial Race, as well as hosted our own debate of Kansas Congressional Candidates. We have also provided interview opportunities for local Senatorial, Congressional, Gubernatorial and Mayoral candidates. Lastly we've been running PSAs urging listeners to "get out the vote".

KCMO-AM Community Responsive Programming

We air nearly 500 public service announcements every quarter, dedicated to our community. Recently we have aired announcements for the Children's Miracle Network 100 mile motorcycle ride, the Buddy walk to benefit First Down's for Down Syndrome, the Jackson County Parks and Rec 22nd Annual Triathlon to benefit Baptist/Lutheran Medical Center, Police Safety Days and Chiefs Night to benefit the Arthritis Foundation.

Every Sunday morning, we host a local two-hour program called "Religion on the Line". This is an interactive program hosted by a local Priest, Minister and Rabbi.

The audience has an open line to discuss their views with those of our hosts.

KCMO-AM Community Activities

Our annual Kettle Drive hosted by Mike Murphy is a daylong broadcast to benefit the Salvation Army. In five hours we raised nearly \$100,000 for the local chapter.

KCMO personalities sold special edition newspapers on Red Friday at metro street corners with the proceeds benefiting the Kansas City Chiefs Charities.

We sponsored the American Heart Association Festival of Wines, providing PSAs, on-air promotional support, Public Affairs programming, ticket giveaways, email blasts, web presence and on-air presence to drive traffic to this event and generate donations to the American Heart Association.

We teamed up with Harrah's Casino to conduct a series of Health and Happiness Fairs. Elderly patrons could receive free bone density screenings, diabetes screenings, cholesterol screenings, etc. in a fun environment.

Our 7th annual Cattle Drive entertained nearly 15,000 people by combining an old-fashioned cattle drive with a daylong family festival featuring free activities.

Station personalities participated in Dogtoberfest, a family event promoting animal welfare, benefiting Jackson County animal shelters.

Station personalities participated in Greater Kansas City Day, selling special edition newspapers to benefit Kansas City Youth Charities.

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